We claim:

1. A multi-layered colored polymeric film comprising:

(a) an opaque core layer comprising a thermoplastic material having a first side and a second side;

(b) a first skin layer comprising a thermoplastic material with a coloring agent wherein said skin layer is adjacent to the first side of the core layer.

2. The film of claim 1 wherein the core layer comprises a stratum of voids; positioned at least substantially within at least a substantial number of each of said voids, is at least one spherical void-initiating particle which is phase distinct and incompatible with said matrix material, the void space occupied by said particle being substantially less than the volume of said void, with one generally cross-sectional dimension of said particle at least approximating a corresponding cross-sectional dimension of said void.

3. The film of claim 1 wherein the core layer comprises from about 1.5% to about 15% by weight of TiO_2.

4. The film of claim 2 wherein the core layer comprises from about 1.5% to about 15% by weight of TiO_2.

5. The film of claim 2 wherein the core layer comprises isotactic polypropylene.

6. The film of claim 2 wherein the core layer comprises void-initiating particles of polybutylene terephthalate.

7. The film of claim 4 wherein the core layer comprises void-initiating particles of polybutylene terephthalate.

8. A multi-layered colored thermoplastic film comprising:

(a) an opaque core layer comprising a thermoplastic material having a first side and a second side;

(b) a first transition layer comprising a thermoplastic material having a first side and a second side wherein the first transition layer comprises a coloring agent and the second side of the transition layer is adjacent to the first side of the core layer;

(c) a first skin layer comprising a thermoplastic material having a first side and a second side wherein the second side of the skin layer is adjacent to the first side of the first transition layer.

9. The film of claim 8 further comprising a second skin layer having a first side and a second side wherein the first side of the second skin layer is adjacent to the second side of the core layer.

10. The film of claim 8 further comprising a second transition layer having a first side and a second side wherein the first side of the second transition layer is adjacent to the second side of the core layer and a second skin layer having a first side and a second side wherein the first side of the second skin layer is adjacent to the second side of the second transition layer.

11. The film of claim 8 wherein the core layer comprises a stratum of voids; positioned at least substantially within at least a substantial number of each of said voids, is at least one spherical void-initiating particle which is phase distinct and incompatible with said matrix material, the void space

occupied by said particle being substantially less than the volume of said void, with one generally cross-sectional dimension of said particle at least approximating a corresponding cross-sectional dimension of said void.

12. The film of claim 11 wherein the core layer comprises void-initiating particles of polybutylene terephthalate.

13. The film of claim 12 wherein the first skin layer is substantially transparent and an image is printed on the first side of the first skin layer.

14. The film of claim 12 wherein the first skin layer comprises inorganic additives.

15. The film of claim 14 wherein the inorganic additives in the first skin layer is a material selected from the group consisting of calcium carbonate, titanium dioxide, talc, and silica.

16. The film of claim 12 further comprising inorganic additives in the first transition layer selected from the group consisting of calcium carbonate, titanium dioxide, talc, and silica.

17. The film of claim 10 wherein the core layer comprises a strata of voids; positioned at least substantially within at least a substantial number of each of said voids, is at least one spherical void-initiating particle which is phase distinct and incompatible with said matrix material, the void space occupied by said particle being substantially less than the volume of said void, with one generally cross-sectional dimension of said particle at least approximating a corresponding cross-sectional dimension of said void.

18. The film of claim 17 wherein the core layer comprises void-initiating particles of polybutylene terephthalate.

19. The film of claim 18 wherein the first skin layer is substantially transparent and an image is printed on the first side of the first skin layer.

20. The film of claim 19 wherein the second skin layer is substantially transparent and an image is printed on the second side of the second skin layer.

21. The film of claim 18 further comprising inorganic additives in the first skin layer selected from the group consisting of calcium carbonate, titanium dioxide, talc, and silica.

22. The film of claim 21 further comprising inorganic additives in the second skin layer selected from the group consisting of calcium carbonate, titanium dioxide, talc, and silica.

23. The film of claim 22 wherein the first transition layer is brown and the second transition layer is white.

24. The film of claim 10 further comprising a coloring agent in the second transition layer.

25. The film of claim 17 further comprising a coloring agent in the second transition layer.

26. The film of claim 18 further comprising a coloring agent in the second transition layer.

27. A method of producing a multi-layered colored thermoplastic film comprising the steps of:

(a) coextruding a first skin layer comprising a thermoplastic material with a coloring agent adjacent to an opaque core layer made of a thermoplastic material;

(b) orienting said first skin layer and said opaque core layer in the machine direction at an elevated temperature;

(c) orienting said first skin layer and opaque core layer in the transverse direction at an elevated temperature.

28. A multi-layered thermoplastic film comprising a first skin layer made of a thermoplastic material and an opaque core layer made of a thermoplastic material wherein the improvement comprises:

(a) coloring agent in the first skin layer.

29. The film of claim 2 wherein the core layer comprises a material selected from the group consisting of high density polyethylene and linear low density polyethylene.

30. The film of claim 29 wherein the core layer comprises calcium carbonate.

31. A multi-layered colored thermoplastic film comprising:

(a) an opaque core layer comprising a thermoplastic material having a first side and a second side;

(b) a first transition layer comprising a thermoplastic material having a first side and a second side wherein the second side of the transition layer is adjacent to the first side of the core layer;

(c) a first skin layer comprising a thermoplastic material having a first side and a second side wherein the first skin layer comprises a coloring agent and the second side of the first skin layer is adjacent to the first side of the first transition layer.

32. The film of claim 31 further comprising a second skin layer having a first side and a second side wherein the first side of the second skin layer is adjacent to the second side of the core layer.

33. The film of claim 31 further comprising a second transition layer having a first side and a second side wherein the first side of the second transition layer is adjacent to the second side of the core layer and a second skin layer having a first side and a second side wherein the first side of the second skin layer is adjacent to the second side of the second transition layer.

34. The film of claim 32 wherein the second skin layer comprises a coloring agent.

35. The film of claim 33 wherein the second skin layer comprises a coloring agent.

36. The film of claim 1 wherein the first skin layer has a percent opacity less than about 40% and a percent light transmission greater than about 65%.

37. The film of claim 8 wherein the combination of the first skin layer and the first transition layer has a percent opacity less than about 40% and a percent light transmission greater than about 65%.